

## Press Release

### Record-breaking seventh annual FIT For Charity Run held in Tokyo

*~ Largest ever turnout for both individuals and firms ~  
~ Financial industry raises JPY68 million for local charities~*



(Photo by Masahiro Murakoshi)

TOKYO, 6 November 2011 – The seventh annual Financial Industry in Tokyo (FIT) For Charity Run was held today at Tokyo's National Kasumigaoka Stadium. This year, FIT For Charity once again set records for participation, as 7,447 individuals from 111 financial services and related foreign and domestic organisations came together to raise approximately JPY68 million for local causes.

Funds are raised through sponsorship, participation fees, donations from participating companies and individuals, as well as t-shirt and raffle sales.

Donations raised from this year's event will be equally divided among the following ten local non-profit organisations in the Kanto and Tohoku regions:

#### Kanto Region

- NPO Friendship Camp
- Junior Achievement Japan
- Kuraki Mother and Child Welfare Association
- Nonprofit Organization Saisei Gakusya
- Support 21, Social Welfare Foundation

#### Tohoku Region

- Caring for Young Refugees
- NPO ETIC
- NPO Fair Trade Tohoku
- NPO Network Orange
- NPO One Family Sendai



Hiroyuki Kobayashi, co-chairperson of FIT For Charity Run 2011 Organising Committee, said: “FIT For Charity Run has been positively contributing to the Tokyo community since 2005, raising funds for a broad range of local causes. This year, not only do we support local Kanto NPOs but we also support NPOs conducting restoring and rebuilding efforts in the Tohoku region. Again this year FIT has set new records for number of companies and participants. This is a true testament to the ability of the financial industry to bond together to make a significant impact to our local community organisations.”

Co-chairperson Weronika Anasz added: “While the role of non-profit organisations in solving local issues is increasing, particularly following the Great East Japan Earthquake, FIT For Charity Run’s fund raising ability can be more meaningful. The continued support from volunteers from participating companies and the generous support of in-kind donors enable FIT For Charity Run to donate a high percentage of funds raised directly to the charities.”

**The FIT For Charity Run 2011 Organising Committee**

Atsumi & Sakai, AXA Life Insurance, Bank of America Merrill Lynch, Barclays Group, Barrier Free Company, BGC Shoken Kaisha, BlackRock, Bloomberg L.P., BNY Mellon, Citi, Credit Suisse, Deloitte Touche Tohmatsu, Deutsche Bank Group, Eat Creative, Goldman Sachs, Hays Japan, HSBC Group, J.P. Morgan, KPMG (Co-chairperson), Kreab Gavin Anderson, Macquarie Group, Man Investments, MGPA, Mitsubishi UFJ Merrill Lynch PB Securities, Mitsubishi UFJ Morgan Stanley Securities, Mizuho Financial Group, Mizuho Securities (Co-chairperson), Music Securities, Nikko Asset Management, PricewaterhouseCoopers Japan, Select Asset Management, The Bank of Tokyo Mitsubishi UFJ, SHONAN Academy of Medical Welfare, Thomson Reuters, UBS

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**About the Financial Industry in Tokyo (FIT) For Charity**

The Financial Industry in Tokyo (FIT) established the FIT For Charity Run to provide people in the financial and related fields in Tokyo with an opportunity as an industry to support local charities. FIT For Charity chooses to make a difference to its community by raising money for local non-profit community organisations serving important but not necessarily well recognised or understood needs, and which might possess only limited fund-raising capabilities. For more information, please visit [www.fitforcharity.org](http://www.fitforcharity.org)



**FIT For Charity Run 2011 Details:**

Schedule: Sunday, 6 November 2011

Course: National Kasumigaoka Stadium & the outer garden of Meiji Shrine (Meiji-jingu Gaien)

Participation donation: JPY 5,000 per person (free for children under 16 years old).

<b>Fastest runners:</b>		<b>Time</b>
Male 10km run:	Mark Callon (Ichigo Asset Management)	34:07
Female 10km run:	Fumi Nakamoto (AllianceBernstein)	40:51
Male 5km run:	Tomohiro Mizukoshi (Goldman Sachs)	17:14
Female 5km run:	Reina Yanagiba (Mitsubishi UFJ Merrill Lynch PB Securities)	21:54
400m relay team winner:	BNP Paribas Securities	46.17
Best costume:	Jun Kudo & Mario Brothers (Schroder Investment Management)	
Biggest fund raiser:	UBS	

**“Koen” Supporters:**

The Asahi Shimbun and Nikkei Inc.

**Organiser:**

FIT For Charity Run 2011 Organising Committee

**Special Supporters:**

The Japan Cycling Association and the National Kasumigaoka Stadium

**Sponsors (donation JPY500,000 and above)**

AllianceBernstein, Australia and New Zealand Banking Group Limited, AXA Life Insurance Co., Ltd., Bank of America Merrill Lynch, Barclays Group, BlackRock Japan Co., Ltd., Bloomberg L.P., BNP Paribas Group, BNY Mellon, Citi, Crédit Agricole Group, Credit Suisse, Deloitte Touche Tohmatsu, Deutsche Bank Group, Eat Creative, Ernst & Young Japan, FactSet Pacific Inc., Goldman Sachs, Hartford Life Insurance



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**Supporters (donation JPY350,000 and above)**

ABeam Consulting Ltd., BGC Shoken Kaisha Ltd., Futures in Finance, GE Capital Japan, ING Bank N.V., Tokyo Branch

**Donors:**

ASAHI FOOD & HEALTHCARE, LTD, JTB MOTIVATIONS, INC., Mitsubishi Corporation, Orca International, Otsuka Holdings Co., Ltd., SAPPORO BEVERAGE CO., LTD., SAPPORO FINE FOODS CO., LTD, UNIFRUTTI JAPAN CORPORATION, YOKUMOKU, Abilitas Hospitality Co., Ltd., academyhills, ANA InterContinental Ishigaki Resort, ANA Intercontinental Manza Beach Resort, ANA InterContinental Tokyo, Blue Note Tokyo, Cerulean Tower Tokyu Hotel, Cotton Club, ECC Junior, Grand Hyatt Tokyo, Hotel New Otani, Hyatt Regency Kyoto, Mandarin Oriental, Tokyo, Mori Building Co., Ltd., Motion Blue Yokohama, Palace Hotel, Park Hyatt Tokyo, ROPPONGI HILLS CLUB, Shangri-La Hotel, Tokyo, Skillhouse Staffing Solutions K.K., The Economist, The Imperial Hotel, The Peninsula Tokyo, The Ritz-Carlton, Tokyo, The Strings by InterContinental Tokyo, Toys"R"Us Japan, Ltd., AI In and Ma-do (Criteria Inc.), Diplomatt, Inc., Masahiro Murakoshi (Photographer) , Akira Fukunaga (Photographer), Ryuji Kuwahara (Photographer), Nippon Express Co., Ltd., SHONAN Academy of Medical Welfare, The Wall Street Journal Japan, Tokyo Metropolitan Fujimori High School, United



## **Ten Non-profit Community Organisations supported by FIT For Charity Run 2011:**

### **Kanto Region**

#### **NPO Friendship Camp**

With the philosophy of achieving an independent common society, Friendship Camp provide camps with the purpose of developing youths and volunteers. For example, there is a "Friendship Camp," which gives children with and without disabilities an opportunity to spend time together. There is also a "Summer Camp," which lets children experience nature. There is also a "Summer Camp," which lets children experience nature.

#### **Junior Achievement Japan**

Junior Achievement work in partnership with the business community, educators and volunteers to inspire young people to dream big and reach their potential. Junior Achievement's hands-on, experiential programs teach the key concepts of work readiness, entrepreneurship and financial literacy to young people.

#### **Kuraki Mother and Child Welfare Association**

Kuraki Mother and Child Welfare Association raise infants who are not able to be taken care of in their own families in a Child Welfare Act accredited facility. Kuraki also assist in support and consultation for children who have left their facility.

#### **Nonprofit Organization Saisei Gakusya**

Saisei Gakusya is a free school for truant-prone or developmentally challenged children and teenagers. They cultivate self-affirmation and communication through experiential learning, folk house school camps, drama and local community bazaars.

#### **Support 21, Social Welfare Foundation**

Support 21 offers a helping hand to foreign nationals such as conventional refugees, returnees from China or Japanese descendants from South America, by providing counseling, scholarships and learning programs.

### **Tohoku Region**

#### **Caring for Young Refugees**

Founded in 1980 with a concrete mission to achieve a peaceful society without refugees, Caring for Young Refugees has been supporting the creation of a safe environment for young children and the

independence of women in Cambodia.

For supporting Great East Japan Earthquake survivors, Caring for Young Refugees is re-establishing educational environment for young children and providing livelihood opportunities for community people suffering from the disaster by using its experience working in Cambodia.

### **NPO ETIC**

ETIC promote social innovation by developing entrepreneurial leaders for the next generation. Now, they are working on "Support our Disaster Recovery Leaders" Project which provides skilled volunteers as assistant leaders/managers to disaster recovery leaders. The project will support the leaders and their projects for disaster recovery.

### **NPO Fair Trade Tohoku**

Fair Trade Tohoku's mission is to eliminate social exclusion in local and global communities through fair trade products, activities and employment support of socially vulnerable people. Since the disaster Fair Trade Tohoku have been providing support to those less well known areas and individuals which have not been supported by larger relief organisations.

### **NPO Network Orang**

Network Orange support children and adults with disabilities to participate in their local town developments. Months after the March 11 disaster, the local people are in need of psychological care in order to face the harsh reality of daily lives. They would like to utilise the FIT support to create a community event space for the residents.

### **NPO One Family Sendai**

Established in 2002, One Family Sendai have been providing emergency and long-term shelters for homeless people and other people in need. One Family Sendai also provides various support and job skill training to help them to become self-sustaining. Since the March 11 disaster, they have been assisting thousands of evacuees by providing meals in Sendai. Volunteer supported outreaching activities for the elderly and the poor with mobility problems, and free phone hotline by lawyers have also been provided. With the FIT support, they would like to establish a safety network for those affected who have a high risk of becoming homeless after the end of temporary housing contracts.

### **For further information, please contact:**

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